

REP HEADLINE# 6249810
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
OCT17/12 21.07
*** CHANGES ***
*** WFLA-TV ***

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS
AGY # AGY. NAME THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6249810

CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTICE FR POLT EST#1547 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT17/12 21.07

REP: REVISION 10/17
SPOTS CANCELED
NEW TTL \$64,700
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEFEND JUSTICE FROM POLITICS

4/10/18

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 361
AGENCY PRODUCT CODE = 379
AGENCY EST# = 1547

✓	S		1000P-1100P	30		\$5,000.00	11/2	11/2	0		FRI	0
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PROGRAM : DATELINE FR-NBC
CON COM1: DATELINE FR-NBC

✓	S		1135P-1237A	30		\$1,300.00	11/2	11/2	0		FRI	0
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PROGRAM : TONITE SHW-NBC
CON COM1: TONITE SHW-NBC

10/23/12 REC 5

REP HEADLINE# 6249810
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 21.07
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	S		500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	11/2	11/2	0		FRI	0
2	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	11/2	11/2	0		FRI	0
3	S		630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$6,000.00	11/2	11/2	0		FRI	0
4	S		700P-730P PROGRAM : NEWS CON COM1: NEWS	30		\$2,000.00	11/2	11/2	0		FRI	0
5	S		700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,800.00	11/2	11/2	2		FRI	2
6	S		730P-800P PROGRAM : ET CON COM1: ET	30		\$2,000.00	11/2	11/2	0		FRI	0
7	S		1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	11/5	11/5	0		MON	0
8	S		500A-530A PROGRAM : NC8 TODAY@5AM CON COM1: OCT. RATES CON COM1: NC8 TODAY@5AM	30		\$300.00	11/5	11/5	0		MON	0
9	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	11/5	11/5	0		MON	0

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT17/12 21.07
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12		S	600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	11/5	11/5	0		MON	0
13		S	700P-730P PROGRAM : NEWS CON COM1: NEWS	30		\$2,000.00	11/5	11/5	0		MON	0
14		S	700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/5	11/5	2		MON	2
15		S	730P-800P PROGRAM : ET CON COM1: ET	30		\$2,000.00	11/5	11/5	0		MON	0
16		S	1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	11/3	11/3	0		SAT	0
30		S	700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$900.00	11/3	11/3	1		SAT	1
17		S	700P-815P PROGRAM : FOOTBALL NIGHT CON COM1: FOOTBALL NIGHT	30		\$9,000.00	11/4	11/4	0		SUN	0
18		S	1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	11/1	11/1	0		THU	0
19		S	1235A-135A PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC	30		\$400.00	11/1	11/1	0		THU	0

FROM REP OCT17/12 21.07
** CHANGES ** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
18	S		500A-530A	30		\$300.00	11/1	11/1	0		THU	0
PROGRAM : NC8 TODAY@5AM												
ORD COM1 : OCT. RATES												
CON COM1 : NC8 TODAY@5AM												
11	S		530P-600P	30		\$1,700.00	11/1	11/1	0		THU	0
PROGRAM : NWSCH8 @5:30P												
CON COM1 : NWSCH8 @5:30P												
12	S		600P-630P	30		\$2,500.00	11/1	11/1	0		THU	0
PROGRAM : NWSCH												
CON COM1 : NWSCH												
13	S		600A-700A	30		\$1,450.00	11/1	11/1	0		THU	0
PROGRAM : NC8 TODAY@6AM												
CON COM1 : NC8 TODAY@6AM												
14	S		700P-730P	30		\$2,000.00	11/1	11/1	0		THU	0
PROGRAM : NEWS												
CON COM1 : NEWS												
15	S		700A-900A	30		\$1,800.00	11/1	11/1	2		THU	2
PROGRAM : TODAY SHW												
CON COM1 : TODAY SHW												
16	S		730P-800P	30		\$2,000.00	11/1	11/1	0		THU	0
PROGRAM : ET												
CON COM1 : ET												
18	S		1135P-1237A	30		\$1,300.00	10/30	10/30	0		TUE	0
PROGRAM : TONITE SHW-NBC												
CON COM1 : TONITE SHW-NBC												

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT17/12 21.07
CHANGES
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
51	E		500A-530A	30		\$300.00	10/30	10/30	1		TUE	1
51	E		500A-530A	30		\$300.00	11/6	11/6	0		TUE	0
PROGRAM : NC8 TODAY@5AM ORD COM1: OCT. RATES CON COM1: NC8 TODAY@5AM												
53	S		530A-600A	30		\$500.00	10/30	10/30	0		TUE	0
PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30												
54	S		530A-600A	30		\$550.00	11/6	11/6	0		TUE	0
PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30												
55	S		530P-600P	30		\$1,700.00	10/30	10/30	0		TUE	0
PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P												
56	S		600P-630P	30		\$2,500.00	10/30	10/30	0		TUE	0
PROGRAM : NWSCH CON COM1: NWSCH												
57	S		600A-700A	30		\$1,450.00	10/30	11/6	0		TUE	0
PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM												
58	S		700P-730P	30		\$2,000.00	10/30	10/30	0		TUE	0
PROGRAM : NEWS CON COM1: NEWS												
59	S		700A-900A	30		\$1,800.00	10/30	10/30	2		TUE	2
PROGRAM : TODAY SHW CON COM1: TODAY SHW												
60	S		700A-900A	30		\$2,000.00	11/6	11/6	0		TUE	0
PROGRAM : TODAY SHW CON COM1: TODAY SHW												

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OCT17/12 21.07
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
✓ 1	S		730P-800P	30		\$2,000.00	10/30	10/30	0		TUE	0
PROGRAM : ET												
CON COM1: ET												
62	S		1000P-1100P	30		\$3,500.00	10/30	10/30	0		TUE	0
PROGRAM : GO ON/NEW NORMAL												
CON COM1: GO ON/NEW NORMAL												
✓ 3	S		1135P-1237A	30		\$1,300.00	10/31	10/31	0		WED	0
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
✓ 6	S		500P-530P	30		\$1,700.00	10/31	10/31	0		WED	0
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
✓ 7	S		530A-600A	30		\$500.00	10/31	10/31	0		WED	0
PROGRAM : NC8 TODAY@5:30												
CON COM1: NC8 TODAY@5:30												
✓ 10	S		600A-700A	30		\$1,450.00	10/31	10/31	0		WED	0
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
✓ 14	S		630P-700P	30		\$6,000.00	10/31	10/31	0		WED	0
PROGRAM : NWSCH												
CON COM1: NWSCH												
✓ 15	S		700P-730P	30		\$2,000.00	10/31	10/31	0		WED	0
PROGRAM : NEWS												
CON COM1: NEWS												
✓ 16	S		700A-900A	30		\$1,800.00	10/31	10/31	2		WED	2
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
74	S		730P-800P	30		\$2,000.00	10/31	10/31	0		WED	0
PROGRAM : ET												
CON COM1: ET												
75	A		100P-200P	30		\$650.00	11/2	11/2	1		FRI	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
76	A		700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : ENT TONIGHT 30 <i>NEWS</i>												
CON COM1: ENT TONIGHT 30												
77	A		100P-200P	30		\$650.00	11/5	11/5	1		MON	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
78	A		730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : EXTRA <i>ET</i>												
CON COM1: EXTRA												
79	A		730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : EXTRA <i>ET</i>												
CON COM1: EXTRA												
80	A		730P-800P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : EXTRA <i>ET</i>												
CON COM1: EXTRA												
81	A		700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : ENT TONIGHT 30 <i>NEWS</i>												
CON COM1: ENT TONIGHT 30												

NOV/12 64700.00 CONTRACT TOTAL 64700.00
 TOTAL SPOTS 46

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 21.07
 *** CHANGES *** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$612,200 WFLA 25% WFTS 24% WTSP 10% WTVT 27% WTOG 2% WTTA 3% WMOR 3%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 810 Issue 3



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	64700	Campaign Ref:	E:120731124
Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Defnd Jstce Fr Polt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
3	M-F 3p Doctors ...F..	03	550	30 Comme	Nbr of Spots	1	1	550
4	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots	1	1	500
7	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
8	M-F 6p News ...F..	01	2500	30 Comme	Nbr of Spots	1	1	2500
12	M-F 7a Today Show ...F..	02	1800	30 Comme	Nbr of Spots	2	2	3600
14	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
16	M-F 1237a ET / 1137p CT Late Night M.....	01	400	30 Comme	Nbr of Spots	1	1	400
Weekly Totals: Total Spots(Ord Spots)					37	9	46	
Closed PR					1		1	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 810 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Defend Justice From Politics/ Issue	Submission Cost: 64700	Campaign Ref: E:120731124
Buyer: ..	Client/Product/Estimate: 361 /379 /1547	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06249810
Est./PO Number: 06249810	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
18	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
19	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
21	M-F 6p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
24	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	2	2	4000
27	Sat 1130p ET / 1030p CT Saturday Night LiveS.	02	1500	30 Comme	Nbr of Spots	1	1	1500
28	Sat 12p NewsS.	02	250	30 Comme	Nbr of Spots	1	1	250
29	Sat 7p Entertainment TonightS.	01	1300	30 Comme	Nbr of Spots	1	1	1300
30	Sat 7a Today ShowS.	02	900	30 Comme	Nbr of Spots	1	1	900
31	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots	1	1	600
33	Sun 9a NewsS	01	600	30 Comme	Nbr of Spots	1	1	600
Weekly Totals: Total Spots(Ord Spots)					37	9	46	
Closed PR					1		1	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 810 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	64700	Campaign Ref:	E:120731124
Buyer:		Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
34	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots 1		1	2500
37	M-F 4p Dr Oz ...T....	02	1000	30 Comme	Nbr of Spots 1		1	1000
39	M-F 5p News ...T....	01	1700	30 Comme	Nbr of Spots 1		1	1700
40	M-F 530a News ...T....	01	500	30 Comme	Nbr of Spots 1		1	500
45	M-F 7a Today Show ...T....	02	1800	30 Comme	Nbr of Spots 2		2	3600
47	M-Su 11p News .T.....	01	2600	30 Comme	Nbr of Spots 1		1	2500
49	M-F 1237a ET / 1137p CT Late Night .T.....	01	400	30 Comme	Nbr of Spots 1		1	400
50	M-F 4p Dr Oz .T.....	02	1000	30 Comme	Nbr of Spots 1		1	1000
51	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots 1		1	300
52	M-F 5p News .T.....	01	1700	30 Comme	Nbr of Spots 1		1	1700
Weekly Totals: Total Spots(Ord Spots)					37	9	46	
Closed PR					1		1	

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Submission Number 810 Issue 3



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Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
59	M-F 7a Today Show ..T....	02	1800	30 Comme	Nbr of Spots	2	2	3600
64	M-F 3p Doctors ..W....	03	550	30 Comme	Nbr of Spots	1	1	550
65	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
68	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
69	M-F 6p News ..W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
73	M-F 7a Today Show ..W....	02	1800	30 Comme	Nbr of Spots	2	2	3600
75	Tue 930p ET / 830p CT The New Normal ..T....	03		30 Comme	Nbr of Spots			
78	M-F 1p Days Of Our Lives ...F..	02	650	30 Comme	Nbr of Spots	1	1	650
79	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
80	M-F 1p Days Of Our Lives ..M....	02	650	30 Comme	Nbr of Spots	1	1	650
Weekly Totals:					Total Spots(Ord Spots)	37	9	46
					Closed PR	1		

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Submission Number 810 Issue 3



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Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	64700	Campaign Ref:	E:120731124
Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
82	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots	1	1	2000
83	M-F 730p Entertainment Tonight .T.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
84	M-F 7p News ..W....	01	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					37	9	46	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
75	Tue 930p ET / 830p CT The New Normal	30 Commercial	10/29/12	Closed Pre Emption	3,500.00	No Makegood / Credit	0000000000	E:120731124

Grand Totals

		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	46	37	9
Cost	64700	50400	14300

Grand Totals:

Spots:

46

Gross Total:	64,700.00
Commission:	9,705.00
Net Total:	54,995.00

REP HEADLINE# 6249810
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES OCT16/12 13.11
*** WFLA-TV ***

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS

AGY # AGY. NAME THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6249810

CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTICE FR POLT EST#1547 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT16/12 13.11

REP: REVISION 10/16
PCM CHANGE LN'S 11,13,23,25,44,46,58,61-62,72,74
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEFEND JUSTICE FROM POLITICS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11			NZ 700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
13			NZ 730P-800P	30		\$2,000.00	11/2	11/2	1		FRI	1

AGENCY ADVERTISER CODE = 361
AGENCY PRODUCT CODE = 379
AGENCY EST# = 1547

PROGRAM : NEWS
CON COM1: NEWS

PROGRAM : ET
CON COM1: ET

10/17/12 REC-5

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT16/12 13.11
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23		NZ	700P-730P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
25		NZ	730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : ET												
CON COM1: ET												
44		NZ	700P-730P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
46		NZ	730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : ET												
CON COM1: ET												
58		NZ	700P-730P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS												
CON COM1: NEWS												
61		NZ	730P-800P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : ET												
CON COM1: ET												
62	*		1000P-1100P	30		\$3,500.00	10/30	10/30	1		TUE	1
PROGRAM : GO ON/NEW NORMAL												
CON COM1: GO ON/NEW NORMAL												
72		NZ	700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
74		NZ	730P-800P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : ET												
CON COM1: ET												

REP HEADLINE# 6249810
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
OCT16/12 13.11
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

NOV/12			153050.00									
CONTRACT TOTAL 153050.00												
TOTAL SPOTS 89												

MARKET TOTALS \$610,200 WFLA 25% WFTS 24% WTSP 10% WTVT 27% WTOG 2% WTTA 3% WMOR 3%
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 809 Issue 2



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:		Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Defnd Jstce Fr Polt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02	5000	30 Comme	Nbr of Spots 1		1	5000
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots 1		1	1300
3	M-F 3p Doctors ...F..	03	550	30 Comme	Nbr of Spots 1		1	550
4	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots 1		1	300
5	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots 1		1	1700
6	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots 1		1	500
7	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots 1		1	1700
8	M-F 6p News ...F..	01	2500	30 Comme	Nbr of Spots 1		1	2500
Weekly Totals: Total Spots(Ord Spots)					69	20	89	
Closed PR					1		1	

New Media Firm, The
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Washington DC 20003

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Original

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Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 6a News ...F..	01	1450	30 Comme	Nbr of Spots	1	1	1450
10	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	6000	30 Comme	Nbr of Spots	1	1	6000
11	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
12	M-F 7a Today Show ...F..	02	1800	30 Comme	Nbr of Spots	3	3	5400
13	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
14	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
15	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
16	M-F 1237a ET / 1137p CT Late Night M.....	01	400	30 Comme	Nbr of Spots	1	1	400
17	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					69	20	89	
Closed PR					1		1	

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Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 809 Issue 2



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Buyer:		Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
18	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
19	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
20	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
21	M-F 6p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
22	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots	1	1	1450
23	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
24	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	3	3	6000
25	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
26	M-Su 11p NewsS.	01	2500	30 Comme	Nbr of Spots	1	1	2500
27	Sat 1130p ET / 1030p CT Saturday Night LiveS.	02	1500	30 Comme	Nbr of Spots	1	1	1500
Weekly Totals:					Total Spots(Ord Spots)	69	20	89
					Closed PR	1		

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
28	Sat 12p NewsS.	02	250	30 Comme	Nbr of Spots 1		1	250
29	Sat 7p Entertainment TonightS.	01	1300	30 Comme	Nbr of Spots 1		1	1300
30	Sat 7a Today ShowS.	02	900	30 Comme	Nbr of Spots 2		2	1800
31	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots 1		1	600
33	Sun 9a NewsS.	01	600	30 Comme	Nbr of Spots 1		1	600
34	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots 1		1	2500
35	M-F 1135p ET / 1035p CT Tonight Show ...T...	01	1300	30 Comme	Nbr of Spots 1		1	1300
36	M-F 1237a ET / 1137p CT Late Night ...T...	01	400	30 Comme	Nbr of Spots 1		1	400
37	M-F 4p Dr Oz ...T...	02	1000	30 Comme	Nbr of Spots 1		1	1000
38	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)					69	20	89	
Closed PR					1		1	

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
39	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
40	M-F 530a News ...T...	01	500	30 Comme	Nbr of Spots	1	1	500
41	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
42	M-F 6p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
43	M-F 6a News ...T...	01	1450	30 Comme	Nbr of Spots	1	1	1450
44	M-F 7p News ...T...	01	2000	30 Comme	Nbr of Spots	1	1	2000
45	M-F 7a Today Show ...T...	02	1800	30 Comme	Nbr of Spots	3	3	5400
46	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots	1	1	2000
47	M-Su 11p News T....	01	2500	30 Comme	Nbr of Spots	1	1	2500
48	M-F 1135p ET / 1035p CT Tonight Show T....	01	1300	30 Comme	Nbr of Spots	1	1	1300
Weekly Totals: Total Spots(Ord Spots)					69	20	89	
Closed PR					1		1	

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Submission Number 809 Issue 2



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Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:		Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
49	M-F 1237a ET / 1137p CT Late Night .T.....	01	400	30 Comme	Nbr of Spots	1	1	400
50	M-F 4p Dr Oz .T.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
51	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots	1	2	600
52	M-F 5p News .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
53	M-F 530a News .T.....	01	500	30 Comme	Nbr of Spots	1	1	500
54	M-F 530a News .T.....	01	550	30 Comme	Nbr of Spots	1	1	550
55	M-F 530p News .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
56	M-F 6p News .T.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
57	M-F 6a News .T.....	01	1450	30 Comme	Nbr of Spots	1	2	2900
58	M-F 7p News .T.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals:					Total Spots(Ord Spots)	69	20	89
					Closed PR	1		

New Media Firm, The
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Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 809 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	133050	Campaign Ref:	E:120731124
Buyer:		Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/29	11/05	Total	Cost
59	M-F 7a Today Show ..T....	02	1800	30 Comme	Nbr of Spots	3		3	5400
60	M-F 7a Today Show ..T....	01	2000	30 Comme	Nbr of Spots		3	3	6000
61	M-F 730p Entertainment Tonight ..T....	01	2000	30 Comme	Nbr of Spots	1		1	2000
63	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots	1		1	1300
64	M-F 3p Doctors ..W....	03	550	30 Comme	Nbr of Spots	1		1	550
65	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1		1	300
66	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots	1		1	1700
67	M-F 530a News ..W....	01	500	30 Comme	Nbr of Spots	1		1	500
68	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots	1		1	1700
69	M-F 6p News ..W....	01	2500	30 Comme	Nbr of Spots	1		1	2500
Weekly Totals: Total Spots(Ord Spots)						69	20	89	
Closed PR						1		1	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 809 Issue 2



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:		Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-F 6a News ..W....	01	1450	30 Comme	Nbr of Spots 1		1	1450
71	M-F 630p ET / 530p CT NBC Nightly News ..W....	01	6000	30 Comme	Nbr of Spots 1		1	6000
72	M-F 7p News ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
73	M-F 7a Today Show ..W....	02	1800	30 Comme	Nbr of Spots 3		3	5400
74	M-F 730p Entertainment Tonight ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
75	Tue 930p ET / 830p CT The New Normal ..T....	03		30 Comme	Nbr of Spots Closed PR 1		1	
76	Sun 7p ET / 6p CT Football Night In AmericaS	01	9000	30 Comme	Nbr of Spots 1		1	9000
77	Tue 10p ET / 9p CT Go On ..T....	03	3500	30 Comme	Nbr of Spots 1		1	3500
Weekly Totals: Total Spots(Ord Spots)					69	20	89	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
75	Tue 930p ET / 830p CT The New Normal	:30 Commercial	10/29/12	Closed Pre Emption	3,500.00	No Makegood / Credit	0000000000	E:120731124

Grand Totals

Totals		10/29	Month 11 Weeks: 4	11/05
Spots	89		69	20
Cost	153050		122350	30700

Grand Totals:

Spots:	89
Gross Total:	153,050.00
Commission:	22,957.50
Net Total:	130,092.50

REP HEADLINE# 6249810
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

CREDIT RISK !!!
HARRIS REPORT FROM REP

JUL23/12 17.4
*** WFLA-TV ***

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS

AGY # AGY. NAME THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6249810

CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTCE FR POLT EST#1547 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE JUL23/12 17.40

REP: NEW ORDER

TTL \$153,050 @89X

PLEASE CONFIRM

THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEFEND JUSTICE FROM POLITICS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 361
AGENCY PRODUCT CODE = 379
AGENCY EST# = 1547

1			1000P-1100P	30		\$5,000.00	11/2	11/2	1		FRI	1
---	--	--	-------------	----	--	------------	------	------	---	--	-----	---

PROGRAM : DATELINE FR-NBC
CON COM1: DATELINE FR-NBC

2			1135P-1237A	30		\$1,300.00	11/2	11/2	1		FRI	1
---	--	--	-------------	----	--	------------	------	------	---	--	-----	---

PROGRAM : TONITE SHW-NBC<
CON COM1: TONITE SHW-NBC<

3			300P-400P	30		\$550.00	11/2	11/2	1		FRI	1
---	--	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : DOCTORS
CON COM1: DOCTORS

8/16/12 + 11/23/12

REP HEADLINE# 6249810
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL23/12 17.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-530A	30		\$300.00	11/2	11/2	1		FRI	1
PROGRAM : NC8 TODAY@5AM ORD COM1: OCT. RATES CON COM1: NC8 TODAY@5AM												
5			500P-530P	30		\$1,700.00	11/2	11/2	1		FRI	1
PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P												
6			530A-600A	30		\$500.00	11/2	11/2	1		FRI	1
PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30												
7			530P-600P	30		\$1,700.00	11/2	11/2	1		FRI	1
PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P												
8			600P-630P	30		\$2,500.00	11/2	11/2	1		FRI	1
PROGRAM : NWSCH CON COM1: NWSCH												
9			600A-700A	30		\$1,450.00	11/2	11/2	1		FRI	1
PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM												
10			630P-700P	30		\$6,000.00	11/2	11/2	1		FRI	1
PROGRAM : NWSCH CON COM1: NWSCH												
11			700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30												
12			700A-900A	30		\$1,800.00	11/2	11/2	3		FRI	3
PROGRAM : TODAY SHW CON COM1: TODAY SHW												

NEWS

JUL23/12 17.4
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/2	11/2	1		FRI	1
14			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	11/5	11/5	1		MON	1
15			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	11/5	11/5	1		MON	1
16			1235A-135A PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC	30		\$400.00	11/5	11/5	1		MON	1
17			500A-530A PROGRAM : NC8 TODAY@5AM ORD COM1: OCT. RATES CON COM1: NC8 TODAY@5AM	30		\$300.00	11/5	11/5	1		MON	1
18			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	11/5	11/5	1		MON	1
19			530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$550.00	11/5	11/5	1		MON	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	11/5	11/5	1		MON	1
21			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,500.00	11/5	11/5	1		MON	1

JUL23/12 17.4

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	11/5	11/5	1		MON	1
23			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$2,000.00	11/5	11/5	1		MON	1
24			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/5	11/5	3		MON	3
25			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/5	11/5	1		MON	1
26			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	11/3	11/3	1		SAT	1
27			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$1,500.00	11/3	11/3	1		SAT	1
28			1200N-100P PROGRAM : NWSCH8-NOON SA/AVG. ALL WKS CON COM1: NWSCH8-NOON SA/AVG. ALL WKS	30		\$250.00	11/3	11/3	1		SAT	1
29			700P-800P PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$1,300.00	11/3	11/3	1		SAT	1
30			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$900.00	11/3	11/3	2		SAT	2

REP HEADLINE# 6249810
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL23/12 17.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$600.00	11/3	11/3	1		SAT	1
32			700P-815P PROGRAM : FOOTBALL NIGHT CON COM1: FOOTBALL NIGHT	30		\$9,000.00	11/4	11/4	1		SUN	1
33			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$600.00	11/4	11/4	1		SUN	1
34			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	11/1	11/1	1		THU	1
35			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	11/1	11/1	1		THU	1
36			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$400.00	11/1	11/1	1		THU	1
37			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,000.00	11/1	11/1	1		THU	1
38			500A-530A PROGRAM : NC8 TODAY@5AM ORD COM1: OCT. RATES CON COM1: NC8 TODAY@5AM	30		\$300.00	11/1	11/1	1		THU	1
39			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	11/1	11/1	1		THU	1

REP HEADLINE# 6249810
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL23/12 17.4
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$500.00	11/1	11/1	1		THU	1
41			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	11/1	11/1	1		THU	1
42			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,500.00	11/1	11/1	1		THU	1
43			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	11/1	11/1	1		THU	1
44			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30 <i>NEWS</i>	30		\$2,000.00	11/1	11/1	1		THU	1
45			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,800.00	11/1	11/1	3		THU	3
46			730P-800P PROGRAM : EXTRA CON COM1: EXTRA <i>ENT TONIGHT</i>	30		\$2,000.00	11/1	11/1	1		THU	1
47			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/30	10/30	1		TUE	1
48			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	10/30	10/30	1		TUE	1

REP: TEL# 703-516-9339 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
JUL23/12 17.4
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			1235A-135A PROGRAM : J FALLON-NEC< CON COM1: J FALLON-NEC<	30		\$400.00	10/30	10/30	1		TUE	1
50			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,000.00	10/30	10/30	1		TUE	1
51			500A-530A PROGRAM : NC8 TODAY@5AM ORD COM1: OCT. RATES CON COM1: NC8 TODAY@5AM	30		\$300.00	10/30	11/6	1		TUE	2
52			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	10/30	10/30	1		TUE	1
53			530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$500.00	10/30	10/30	1		TUE	1
54			530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$550.00	11/6	11/6	1		TUE	1
55			530P-600P PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$1,700.00	10/30	10/30	1		TUE	1
56			600P-630P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$2,500.00	10/30	10/30	1		TUE	1
57			600A-700A PROGRAM : NWSCH CON COM1: NWSCH	30		\$1,450.00	10/30	11/6	1		TUE	2

JUL23/12 17.4
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			700P-730P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : ENT TONIGHT 30												
CON COM1: ENT TONIGHT 30 NEWS												
59			700A-900A	30		\$1,800.00	10/30	10/30	3		TUE	3
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
60			700A-900A	30		\$2,000.00	11/6	11/6	3		TUE	3
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
61			730P-800P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
62			900P-1000P	30		\$3,500.00	10/30	10/30	1		TUE	1
PROGRAM : NEW NORMAL												
CON COM1: NEW NORMAL												
63			1135P-1237A	30		\$1,300.00	10/31	10/31	1		WED	1
PROGRAM : TONITE SHW-NBC												
CON COM1: TONITE SHW-NBC												
64			300P-400P	30		\$550.00	10/31	10/31	1		WED	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
65			500A-530A	30		\$300.00	10/31	10/31	1		WED	1
PROGRAM : NC8 TODAY@5AM												
ORD COM1: OCT. RATES												
CON COM1: NC8 TODAY@5AM												
66			500P-530P	30		\$1,700.00	10/31	10/31	1		WED	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												

REP HEADLINE# 6249810
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL23/12 17.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			530A-600A	30		\$500.00	10/31	10/31	1		WED	1
PROGRAM : NC8 TODAY@5:30												
CON COM1: NC8 TODAY@5:30												
68			530P-600P	30		\$1,700.00	10/31	10/31	1		WED	1
PROGRAM : NWSCH8 @5:30P												
CON COM1: NWSCH8 @5:30P												
69			600P-630P	30		\$2,500.00	10/31	10/31	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
70			600A-700A	30		\$1,450.00	10/31	10/31	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
71			630P-700P	30		\$6,000.00	10/31	10/31	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
72			700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : ENT TONIGHT 30 NEWS												
CON COM1: ENT TONIGHT 30 NEWS												
73			700A-900A	30		\$1,800.00	10/31	10/31	3		WED	3
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
74			730P-800P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : EXTRA<ENT TONIGHT												
CON COM1: EXTRA<ENT TONIGHT												

NOV/12 153050.00 CONTRACT TOTAL 153050.00 TOTAL SPOTS 89

REP HEADLINE# 6249810
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
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 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL23/12 17.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												

MARKET TOTALS \$612,200 WFLA 25% WFTS 24% WTSP 10% WTVT 27% WTOG 2% WTTA 3% WMOR 3%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Defnd Jstce Fr Polt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	153050
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type		10/29	11/05	Total	Cost
1	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots	1		1	5000
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	1300	30 Comme	Nbr of Spots	1		1	1300
3	M-F 3p Doctors ...F..	550	30 Comme	Nbr of Spots	1		1	550
4	M-F 5a News ...F..	300	30 Comme	Nbr of Spots	1		1	300
5	M-F 5p News ...F..	1700	30 Comme	Nbr of Spots	1		1	1700
6	M-F 530a News ...F..	500	30 Comme	Nbr of Spots	1		1	500
7	M-F 530p News ...F..	1700	30 Comme	Nbr of Spots	1		1	1700
8	M-F 6p News ...F..	2500	30 Comme	Nbr of Spots	1		1	2500
Weekly Totals:				Total Spots(Ord Spots)	69	20	89	

New Media Firm, The
1322 G Street SE
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Schedule Dates:	10/29/12 to 11/1/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 6a News ...F..	1450	30 Comme	Nbr of Spots	1	1	1450
10	M-F 630p ET / 530p CT NBC Nightly News ...F..	6000	30 Comme	Nbr of Spots	1	1	6000
11	M-F 7p News ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
12	M-F 7a Today Show ...F..	1800	30 Comme	Nbr of Spots	3	3	5400
13	M-F 730p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
14	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots	1	1	2500
15	M-F 1135p ET / 1035p CT Tonight Show M.....	1300	30 Comme	Nbr of Spots	1	1	1300
16	M-F 1237a ET / 1137p CT Late Night M.....	400	30 Comme	Nbr of Spots	1	1	400
17	M-F 5a News M.....	300	30 Comme	Nbr of Spots	1	1	300
18	M-F 5p News M.....	1700	30 Comme	Nbr of Spots	1	1	1700
Weekly Totals: Total Spots (Ord Spots)				69	20	89	

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Washington DC 20003

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Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
19	M-F 530a News M.....	550	30 Comme		1	1	550
20	M-F 530p News M.....	1700	30 Comme		1	1	1700
21	M-F 6p News M.....	2500	30 Comme		1	1	2500
22	M-F 6a News M.....	1450	30 Comme		1	1	1450
23	M-F 7p News M.....	2000	30 Comme		1	1	2000
24	M-F 7a Today Show M.....	2000	30 Comme		3	3	6000
25	M-F 730p Entertainment Tonight M.....	2000	30 Comme		1	1	2000
26	M-Su 11p NewsS.	2500	30 Comme	1		1	2500
27	Sat 1130p ET / 1030p CT Saturday Night LiveS.	1500	30 Comme	1		1	1500
28	Sat 12p NewsS.	250	30 Comme	1		1	250
Weekly Totals: Total Spots(Ord Spots)				69	20	89	

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Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
29	Sat 7p Entertainment TonightS.	1300	30 Comme	Nbr of Spots	1	1	1300
30	Sat 7a Today ShowS.	900	30 Comme	Nbr of Spots	2	2	1800
31	Sat 9a NewsS.	600	30 Comme	Nbr of Spots	1	1	600
32	Sun 7p ET / 6p CT Football Night in AmericaS	9000	30 Comme	Nbr of Spots	1	1	9000
33	Sun 9a NewsS	600	30 Comme	Nbr of Spots	1	1	600
34	M-Su 11p News ...T...	2500	30 Comme	Nbr of Spots	1	1	2500
35	M-F 1135p ET / 1035p CT Tonight Show ...T...	1300	30 Comme	Nbr of Spots	1	1	1300
36	M-F 1237a ET / 1137p CT Late Night ...T...	400	30 Comme	Nbr of Spots	1	1	400
37	M-F 4p Dr Oz ...T...	1000	30 Comme	Nbr of Spots	1	1	1000
38	M-F 5a News ...T...	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)				69	20	89	

New Media Firm, The
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Washington DC 20003

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Submission Number 699 Issue 1



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Tampa, FL 33601

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Original

Client: Defend Justice From Politics/
Issue
Buyer:
Schedule Dates: 10/29/12 to 11/11/12
Est./PO Number: 06249810

Submission Cost: 153050
Client/Product/Estimate: 361 /379 /1547
Weeks: 2
Contract type: Political

Campaign Ref: E:120731124
Sales Rep: HRP Washington, DC
Order Ref: 06249810
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
39	M-F 5p News ...T...	1700	30 Comme	Nbr of Spots	1	1	1700
40	M-F 530a News ...T...	500	30 Comme	Nbr of Spots	1	1	500
41	M-F 530p News ...T...	1700	30 Comme	Nbr of Spots	1	1	1700
42	M-F 6p News ...T...	2500	30 Comme	Nbr of Spots	1	1	2500
43	M-F 6a News ...T...	1450	30 Comme	Nbr of Spots	1	1	1450
44	M-F 7p News ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
45	M-F 7a Today Show ...T...	1800	30 Comme	Nbr of Spots	3	3	5400
46	M-F 730p Entertainment Tonight ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
47	M-Su 11p News ...T...	2500	30 Comme	Nbr of Spots	1	1	2500
48	M-F 1135p ET / 1035p CT Tonight Show ...T...	1300	30 Comme	Nbr of Spots	1	1	1300
49	M-F 1237a ET / 1137p CT Late Night ...T...	400	30 Comme	Nbr of Spots	1	1	400
Weekly Totals: Total Spots(Ord Spots)				69	20	89	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Defend Justice From Politics/ Issue	Submission Cost: 153050	Campaign Ref: E:120731124
Buyer: " "	Client/Product/Estimate: 361 /379 /1547	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06249810
Est./PO Number: 06249810	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
50	M-F 4p Dr Oz T.....	1000	30 Comme	1		1	1000
51	M-F 5a News T.....	300	30 Comme	1	1	2	600
52	M-F 5p News T.....	1700	30 Comme	1		1	1700
53	M-F 530a News T.....	500	30 Comme	1		1	500
54	M-F 530a News T.....	550	30 Comme		1	1	550
55	M-F 530p News T.....	1700	30 Comme	1		1	1700
56	M-F 6p News T.....	2500	30 Comme	1		1	2500
57	M-F 6a News T.....	1450	30 Comme	1	1	2	2900
58	M-F 7p News T.....	2000	30 Comme	1		1	2000
59	M-F 7a Today Show T.....	1800	30 Comme	3		3	5400
Weekly Totals: Total Spots (Ord Spots)				69	20	89	

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Submission Number 699 Issue 1



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Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
60	M-F 7a Today Show ..T....	2000	30 Comme		3	3	6000
61	M-F 730p Entertainment Tonight ..T....	2000	30 Comme	1		1	2000
62	Tue 930p ET / 830p CT The New Normal .T.....	3500	30 Comme	1		1	3500
63	M-F 1135p ET / 1035p CT Tonight Show ..W....	1300	30 Comme	1		1	1300
64	M-F 3p Doctors ..W....	550	30 Comme	1		1	550
65	M-F 5a News ..W....	300	30 Comme	1		1	300
66	M-F 5p News ..W....	1700	30 Comme	1		1	1700
67	M-F 530a News ..W....	500	30 Comme	1		1	500
68	M-F 530p News ..W....	1700	30 Comme	1		1	1700
69	M-F 6p News ..W....	2500	30 Comme	1		1	2500
Weekly Totals: Total Spots(Ord Spots)				69	20	89	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	153050	Campaign Ref:	E:120731124
Buyer:	..	Client/Product/Estimate:	361 /379 /1547	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06249810
Est./PO Number:	06249810	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-F 6a News ..W....	1450	30 Comme	Nbr of Spots 1		1	1450
71	M-F 630p ET / 530p CT NBC Nightly News ..W....	6000	30 Comme	Nbr of Spots 1		1	6000
72	M-F 7p News ..W....	2000	30 Comme	Nbr of Spots 1		1	2000
73	M-F 7a Today Show ..W....	1800	30 Comme	Nbr of Spots 3		3	5400
74	M-F 730p Entertainment Tonight ..W....	2000	30 Comme	Nbr of Spots 1		1	2000
Weekly Totals: Total Spots(Ord Spots)				69	20	89	

Grand Totals				Month 11 Weeks: 4			
Totals		10/29	11/05				
Spots	89	69					
Cost	153050	122350					

Grand Totals:	Spots:	89
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Gross Total: 149,550.00
Commission: 22,957.50
Net Total: 126,592.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, The New Media Firm
do hereby request station time concerning the following issue:

Defend Justice From Politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Defend Justice From Politics

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>	
--	--

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Defend Justice From Politics, Inc., 8131 Vineland Avenue, PMB #168, Orlando, FL 32821

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Elizabeth Hernandez - President and Treasurer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/23/12

Date



Signature



Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP.: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV.: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 11/25/12 E:120731124
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033820
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1547
Desc: 06249810

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 3p Doctors	550.00	3	1	11/02	FR	03:14P	30	*WFLA :30 Commercial	550.00		
M-F 5a News	300.00	4	1	11/02	FR	05:21A	30	*WFLA :30 Commercial	300.00		
M-F 530a News	500.00	6	1	11/02	FR	05:41A	30	*WFLA :30 Commercial	500.00		
M-F 530p News	1700.00	7	1	11/02	FR	05:38P	30	*WFLA :30 Commercial	1700.00		
M-F 6p News	2500.00	8	1	11/02	FR	06:28P	30	*WFLA :30 Commercial	2500.00		
M-F 7a Today Show	1800.00	12	2	11/02	FR	07:22A	30	*WFLA :30 Commercial	1800.00		
				11/02	FR	07:56A	30	*WFLA :30 Commercial	1800.00		
M-Su 11p News	2500.00	14	1	11/05	MO	11:23P	30	*WFLA :30 Commercial	2500.00		
M-F 1237a ET / 1137p CT Late N	400.00	16	1	11/05	MO	01:31A	30	*WFLA :30 Commercial	400.00		
M-F 5p News	1700.00	18	1	11/05	MO	05:14P	30	*WFLA :30 Commercial	1700.00		
M-F 530a News	550.00	19	1	11/05	MO	05:41A	30	*WFLA :30 Commercial	550.00		
M-F 6p News	2500.00	21	1	11/05	MO	06:10P	30	*WFLA :30 Commercial	2500.00		
M-F 7a Today Show	2000.00	24	2	11/05	MO	08:29A	30	*WFLA :30 Commercial	2000.00		
				11/05	MO	08:58A	30	*WFLA :30 Commercial	2000.00		
Sat 1130p ET / 1030p CT Saturd	1500.00	27	1	11/03	SA	12:46A	30	*WFLA :30 Commercial	1500.00		

*** Continued ***

PERIOD COST	68,200.00	45 Total Units	ACTUAL GROSS BILLING	63,400.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	9,510.00	TOTAL RECONCILING	Credits	4,800.00-
			NET DUE	53,890.00			4,800.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Defend Justice From Politics
PRODUCT Defnd Jstce Fr Polt

INVOICE NUMBER 0100033820
BROADCAST MONTH 10/29/2012 - 11/25/
AMOUNT DUE 53,890.00

REMIT TO:

*00177

000034365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000034365 00000100033820 005389000 8



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012 WFLA I SS
INVOICE DATE 11/25/12 E:120731124
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100033820 2 10/29/2012 - 11/2
SCHEDULE DATES
10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1547
Desc: 06249810

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Sat 12p News	250.00	28 1	11/03	SA	12:58P	30 TV104X12212H :30 Commercial	250.00		
Sat 7p Entertainment Tonight	1300.00	29 1	11/03	SA		30 :30 Commercial	.00	Preempt Program Change	1300.00-
Sat 7a Today Show	900.00	30 1	11/03	SA	07:29A	30 TV104X12212H :30 Commercial	900.00		
Sat 9a News	600.00	31 1	11/03	SA	09:22A	30 TV104X12212H :30 Commercial	600.00		
Sun 9a News	600.00	33 1	11/04	SU	09:26A	30 TV104X12212H :30 Commercial	600.00		
M-Su 11p News	2500.00	34 1	11/01	TH	11:28P	30 TV104X12212H :30 Commercial	2500.00		
M-F 4p Dr Oz	1000.00	37 1	11/01	TH	04:37P	30 TV104X12212H :30 Commercial	1000.00		
M-F 5p News	1700.00	39 1	11/01	TH	05:12P	30 TV104X12212H :30 Commercial	1700.00		
M-F 530a News	500.00	40 1	11/01	TH	05:54A	30 TV104X12212H :30 Commercial	500.00		
M-F 7a Today Show	1800.00	45 2	11/01	TH	08:29A	30 TV104X12212H :30 Commercial	1800.00		
			11/01	TH	08:42A	30 TV104X12212H :30 Commercial	1800.00		
M-Su 11p News	2500.00	47 1	10/30	TU	11:23P	30 TV104X12212H :30 Commercial	2500.00		
M-F 1237a ET / 1137p CT Late N	400.00	49 1	10/30	TU	01:13A	30 TV104X12212H :30 Commercial	400.00		
M-F 4p Dr Oz	1000.00	50 1	10/30	TU	04:28P	30 TV104X12212H :30 Commercial	1000.00		
M-F 5a News	300.00	51 1	10/30	TU	05:12A	30 TV104X12212H :30 Commercial	300.00		
M-F 5p News	1700.00	52 1	10/30	TU	05:22P	30 TV104X12212H :30 Commercial	1700.00		
M-F 7a Today Show	1800.00	59 2	10/30	TU	07:29A	30 TV104X12212H :30 Commercial	1800.00		
			10/30	TU	08:26A	30 TV104X12212H :30 Commercial	1800.00		
M-F 3p Doctors	550.00	64 1	10/31	WE	03:58P	30 TV104X12212H :30 Commercial	550.00		
M-F 5a News	300.00	65 1	10/31	WE	05:28A	30 TV104X12212H :30 Commercial	300.00		
M-F 530p News	1700.00	68 1	10/31	WE	05:58P	30 TV104X12212H :30 Commercial	1700.00		
M-F 6p News	2500.00	69 1	10/31	WE	06:10P	30 TV104X12212H :30 Commercial	2500.00		
M-F 7a Today Show	1800.00	73 2	10/31	WE	08:39A	30 TV104X12212H :30 Commercial	1800.00		
			10/31	WE	08:44A	30 TV104X12212H :30 Commercial	1800.00		
*** Continued ***									

PERIOD COST 68,200.00

45 Total Units
ACTUAL GROSS BILLING 63,400.00
AGENCY COMMISSION 9,510.00
NET DUE 53,890.00

SUB-TOTALS Debits .00
Credits 4,800.00-
TOTAL RECONCILING 4,800.00CR

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WFLA-TV

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REP: WFLA (Washington Dc)
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ADV: Defend Justice From Politics
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2012
INVOICE DATE 11/25/12 E:120731124
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033820
PAGE 3
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1547
Desc: 06249810

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Tue 930p ET / 830p CT The New	3500.00	75	1	10/30	TU	*WFLA	:30 Commercial	.00	Preempt Program Change	3500.00-
M-F 1p Days Of Our Lives	650.00	78	1	11/02	FR	12:59P *WFLA	:30 Commercial	650.00		
M-F 7p News	2000.00	79	1	11/02	FR	07:25P *WFLA	:30 Commercial	2000.00		
M-F 1p Days Of Our Lives	650.00	80	1	11/05	MO	12:58P *WFLA	:30 Commercial	650.00		
M-F 730p Entertainment Tonight	2000.00	81	1	11/05	MO	07:55P *WFLA	:30 Commercial	2000.00		
	2000.00	82	1	11/01	TH	07:39P *WFLA	:30 Commercial	2000.00		
	2000.00	83	1	10/30	TU	07:39P *WFLA	:30 Commercial	2000.00		
M-F 7p News	2000.00	84	1	10/31	WE	07:15P *WFLA	:30 Commercial	2000.00		
Total Airtime Gross Spot Revenue:						63,400.00				

PERIOD COST 68,200.00

45 Total Units
ACTUAL GROSS BILLING 63,400.00
AGENCY COMMISSION 9,510.00
NET DUE 53,890.00

SUB-TOTALS Debits .00
Credits 4,800.00-
TOTAL RECONCILING 4,800.00CR

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